

METHODS AND APPARATUS FOR PROVIDING
CONTENT OVER A COMPUTER NETWORK

ABSTRACT OF THE DISCLOSURE

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The invention is directed to methods and techniques in a communications device for delivering content. In particular the technique includes intercepting, from a requesting device, an initial request for initial content accessible from an initial content source and in response to intercepting the initial request, creating redirection

10 information indicating an identity of secondary content to be accessed by the requesting device in addition to the initial content in the initial request and providing the redirection information to the requesting device, such that the requesting device accesses both the secondary content from the secondary content source as well as the initial content from the initial content source.

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